

Rep Order# 9795154 **Ver#** 5 **Status** Revised
EC'd Yes

Traffic Order# 50880

Printed: 09/24/2012 12:47 PM
Last Received: 09/24/2012 12:34 PM

2 of 7

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm _____
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

TS BROADCAST ADVERTISING CONTRACT
was 40,135
+ 83,075
123,210

--- REMARKS ---

REVISED ORDER. NOTE-CHANGES FOR LINE 31 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A Sales Remark: V5 1X ADD V3 Comment Changed, Rate Changed V5 Comment Changed, Spots/week Changed	:30	\$200.00	09/25-10/01	4	1	4	\$800.00	
	*2	TU-F,M	530A-6A	GOOD MORNING CINCY V3 Comment Changed, Rate Changed	:30	\$200.00	09/25-10/01	2	1	2	\$400.00	
	*3	TU-F,M	6A-630A	GOOD MORNING CINCY V3 Comment Changed, Rate Changed	:30	\$450.00	09/25-10/01	3	1	3	\$1,350.00	
	*4	TU-F,M	630A-7A	GOOD MORNING CINCY V3 Comment Changed, Rate Changed	:30	\$450.00	09/25-10/01	2	1	2	\$900.00	
	*5	TU-F,M	7A-730A	THE EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$225.00	09/25-10/01	3	1	3	\$675.00	
	*6	TU-F,M	730A-8A	THE EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$225.00	09/25-10/01	2	1	2	\$450.00	
	*7	TU-F,M	8A-830A	THE EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$225.00	09/25-10/01	3	1	3	\$675.00	

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Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Line#	LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---	---
*8		TU-F,M	830A-9A	THE EARLY SHOW V3 Comment Changed, Rate Changed		:30	\$225.00	09/25-10/01	2	1	2	\$450.00	
*10		SA	630A-7A	12 NEWS SATURDAY V3 Comment Changed, Rate Changed		:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
*11		SA	730A-8A	12 NEWS SATURDAY V3 Comment Changed, Rate Changed		:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
*12		SA	830A-9A	SATURDAY EARLY SHOW Sales Remark: V5 1X ADD V3 Comment Changed, Rate Changed V5 Comment Changed, Spots/week Changed		:30	\$350.00	09/29-09/29	2	1	2	\$700.00	
*13		SU	430A-5A	GOOD MORNING CINCY @ 430A V3 Comment Changed, Rate Changed		:30	\$350.00	09/30-09/30	1	1	1	\$350.00	
*16		TU-F,M	11A-12P	PRICE IS RIGHT V3 Comment Changed, Rate Changed		:30	\$1,000.00	09/25-10/01	4	1	4	\$4,000.00	
*17		TU-F,M	12P-1230P	12 NEWS AT NOON V3 Comment Changed, Rate Changed		:30	\$500.00	09/25-10/01	5	1	5	\$2,500.00	
*18		TU-F,M	1230P-130P	THE YOUNG AND RESTLESS V3 Comment Changed, Rate Changed		:30	\$850.00	09/25-10/01	5	1	5	\$4,250.00	
*19		TU-F,M	130P-2P	BOLD AND BEAUTIFUL V3 Comment Changed, Rate Changed		:30	\$850.00	09/25-10/01	5	1	5	\$4,250.00	
*20		TU-F,M	2P-3P	THE TALK V3 Comment Changed, Rate Changed		:30	\$350.00	09/25-10/01	4	1	4	\$1,400.00	
*21		SA	930A-10A	SATURDAY EARLY SHOW V3 Comment Changed, Rate Changed		:30	\$350.00	09/29-09/29	1	1	1	\$350.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
---	---	---	---	-----	---	-----	-----	-----	---	---	-----	-----	
	*22	SU	9A-930A	CBS SUNDAY MORNING V3 Comment Changed, Rate Changed	:30	\$450.00	09/30-09/30	1	1	1	\$450.00		
	*23	SU	930A-10A	CBS SUNDAY MORNING V3 Comment Changed, Rate Changed	:30	\$450.00	09/30-09/30	1	1	1	\$450.00		
	*24	SU	10A-1030A	CBS SUNDAY MORNING V3 Comment Changed, Rate Changed	:30	\$450.00	09/30-09/30	1	1	1	\$450.00		
	*25	SU	1030A-11A	FACE THE NATION V3 Comment Changed, Rate Changed	:30	\$850.00	09/30-09/30	1	1	1	\$850.00		
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL V3 Comment Changed, Rate Changed	:30	\$750.00	09/25-10/01	5	1	5	\$3,750.00		
	*28	TU-F,M	4P-430P	12 NEWS FIRST V3 Comment Changed, Rate Changed	:30	\$650.00	09/25-10/01	5	1	5	\$3,250.00		
	*29	TU-F,M	430P-5P	12 NEWS FIRST V3 Comment Changed, Rate Changed	:30	\$650.00	09/25-10/01	5	1	5	\$3,250.00		
	*30	TU-F,M	5P-530P	12 LOCAL NEWS V3 Comment Changed, Rate Changed	:30	\$750.00	09/25-10/01	5	1	5	\$3,750.00		
	*31	TU-F,M	530P-6P	12 LOCAL NEWS Sales Remark: V5 RTE CHG 1X CX V3 Comment Changed, Rate Changed V5 More than 2 codes changed	:30	\$800.00	09/25-10/01	4	P2	1	4	\$3,200.00	
	*32	TU-F,M	6P-630P	12 NEWS AT 6P V3 Comment Changed, Rate Changed	:30	\$1,900.00	09/25-10/01	5	1	5	\$9,500.00		

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---	---	---	---	---	---	---	---	---	---	---	---	---	---
*33		SA		6P-630P	12 NEWS V3 Comment Changed, Rate Changed	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	
*34		SU		630P-7P	LOCAL 12 NEWS V3 Comment Changed, Rate Changed	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
*35		TU-F,M		7P-730P	INSIDE EDITION V3 Comment Changed, Rate Changed	:30	\$850.00	09/25-10/01	5	1	5	\$4,250.00	
*36		TU-F,M		727P-8P	ENT. TONITE V3 Comment Changed, Rate Changed	:30	\$400.00	09/25-10/01	5	1	5	\$2,000.00	
*40		TU		8P-9P	NCIS V3 Comment Changed, Rate Changed	:30	\$4,000.00	09/25-09/25	1	1	1	\$4,000.00	
*44		TU		10P-11P	VEGAS V3 Comment Changed, Rate Changed	:30	\$2,000.00	09/25-09/25	1	1	1	\$2,000.00	
*46		W		8P-9P	SURVIVOR V3 Comment Changed, Rate Changed	:30	\$5,500.00	09/26-09/26	1	1	1	\$5,500.00	
*50		TH		10P-11P	ELEMENTARY V3 Comment Changed, Rate Changed	:30	\$3,500.00	09/27-09/27	1	1	1	\$3,500.00	
*53		F		10P-11P	BLUE BLOOD-CBS V3 Comment Changed, Rate Changed	:30	\$5,000.00	09/28-09/28	1	1	1	\$5,000.00	
*55		SU		7P-8P	60 MINUTES V3 Comment Changed, Rate Changed	:30	\$2,500.00	09/30-09/30	1	1	1	\$2,500.00	
*56		SU		9P-10P	THE GOOD WIFE V3 Comment Changed, Rate Changed	:30	\$4,500.00	09/30-09/30	1	1	1	\$4,500.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	*58	TU-F,M	11P-1135P	12 NEWS AT 11P V3 Comment Changed, Rate Changed	:30	\$1,800.00	09/25-10/01	5	1	5	\$9,000.00	
	*59	SA	11P-1135P	12 NEWS @ 11P V3 Comment Changed, Rate Changed	:30	\$1,800.00	09/29-09/29	1	1	1	\$1,800.00	
	*60	SU	11P-1135P	12 NEWS @ 11P V3 Comment Changed, Rate Changed	:30	\$1,800.00	09/30-09/30	1	1	1	\$1,800.00	
	*61	TU-F,M	1135P-1235A	DAVID LETTERMAN V3 Comment Changed, Rate Changed	:30	\$550.00	09/25-10/01	5	1	5	\$2,750.00	
	*62	SA	1135P-1205A	DAVID LETTERMAN V3 Comment Changed, Rate Changed	:30	\$550.00	09/29-09/29	5	1	5	\$2,750.00	
	*63	SA	1205A-105A	CRIMINAL MINDS V3 Comment Changed, Rate Changed	:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
	*64	SU	1135P-1205A	SPORTS AUTHORITY V3 Comment Changed, Rate Changed	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
	*74	SU	4P-7P	BENGALS VS JAGS V3 Comment Changed, Rate Changed	:30	\$15,000.00	09/30-09/30	1	1	1	\$15,000.00	

---REPORT TOTALS---

Report Totals: 122 / \$120,825.00

---SALES MONTHLY TOTALS---

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Sep 12: 116 / \$109,235.00 Oct 12: 22 / \$13,975.00

Sales Totals: 138 / \$123,210.00

Station Totals: 138 / \$123,210.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$473,885	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 31 rate issue
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A V3 Comment Changed, Rate Changed	:30	\$200.00	09/25-10/01	3	1	3	\$600.00	
	*2	TU-F,M	530A-6A	GOOD MORNING CINCY V3 Comment Changed, Rate Changed	:30	\$200.00	09/25-10/01	2	1	2	\$400.00	
	*3	TU-F,M	6A-630A	GOOD MORNING CINCY V3 Comment Changed, Rate Changed	:30	\$450.00	09/25-10/01	3	1	3	\$1,350.00	
	*4	TU-F,M	630A-7A	GOOD MORNING CINCY V3 Comment Changed, Rate Changed	:30	\$450.00	09/25-10/01	2	1	2	\$900.00	
	*5	TU-F,M	7A-730A	THE EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$225.00	09/25-10/01	3	1	3	\$675.00	
	*6	TU-F,M	730A-8A	THE EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$225.00	09/25-10/01	2	1	2	\$450.00	
	*7	TU-F,M	8A-830A	THE EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$225.00	09/25-10/01	3	1	3	\$675.00	

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	*8	TU-F,M	830A-9A	THE EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$225.00	09/25-10/01	2	1	2	\$450.00	
	*10	SA	630A-7A	12 NEWS SATURDAY V3 Comment Changed, Rate Changed	:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
	*11	SA	730A-8A	12 NEWS SATURDAY V3 Comment Changed, Rate Changed	:30	\$125.00	09/29-09/29	1	1	1	\$125.00	
	*12	SA	830A-9A	SATURDAY EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
	*13	SU	430A-5A	GOOD MORNING CINCY @ 430A V3 Comment Changed, Rate Changed	:30	\$350.00	09/30-09/30	1	1	1	\$350.00	
	*16	TU-F,M	11A-12P	PRICE IS RIGHT V3 Comment Changed, Rate Changed	:30	\$1,000.00	09/25-10/01	4	1	4	\$4,000.00	
	*17	TU-F,M	12P-1230P	12 NEWS AT NOON V3 Comment Changed, Rate Changed	:30	\$500.00	09/25-10/01	5	1	5	\$2,500.00	
	*18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS V3 Comment Changed, Rate Changed	:30	\$850.00	09/25-10/01	5	1	5	\$4,250.00	
	*19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL V3 Comment Changed, Rate Changed	:30	\$850.00	09/25-10/01	5	1	5	\$4,250.00	
	*20	TU-F,M	2P-3P	THE TALK V3 Comment Changed, Rate Changed	:30	\$350.00	09/25-10/01	4	1	4	\$1,400.00	
	*21	SA	930A-10A	SATURDAY EARLY SHOW V3 Comment Changed, Rate Changed	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	

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	*22	SU	9A-930A	CBS SUNDAY MORNING V3 Comment Changed, Rate Changed	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
	*23	SU	930A-10A	CBS SUNDAY MORNING V3 Comment Changed, Rate Changed	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
	*24	SU	10A-1030A	CBS SUNDAY MORNING V3 Comment Changed, Rate Changed	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	
	*25	SU	1030A-11A	FACE THE NATION V3 Comment Changed, Rate Changed	:30	\$850.00	09/30-09/30	1	1	1	\$850.00	
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL V3 Comment Changed, Rate Changed	:30	\$750.00	09/25-10/01	5	1	5	\$3,750.00	
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	*30	TU-F,M	5P-530P	12 LOCAL NEWS V3 Comment Changed, Rate Changed	:30	\$750.00	09/25-10/01	5	1	5	\$3,750.00	
	*31	TU-F,M	530P-6P	12 LOCAL NEWS Station Remark: V4 rate needs to be 800.00 V3 Comment Changed, Rate Changed	:30	\$750.00	09/25-10/01	5	1	5	\$3,750.00	
	*32	TU-F,M	6P-630P	12 NEWS AT 6P V3 Comment Changed, Rate Changed	:30	\$1,900.00	09/25-10/01	5	1	5	\$9,500.00	
	*33	SA	6P-630P	12 NEWS V3 Comment Changed, Rate Changed	:30	\$450.00	09/29-09/29	1	1	1	\$450.00	

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	---	---	---	-----	-----
	*34	SU	630P-7P	LOCAL 12 NEWS V3 Comment Changed, Rate Changed	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	*35	TU-F,M	7P-730P	INSIDE EDITION V3 Comment Changed, Rate Changed	:30	\$850.00	09/25-10/01	5	1	5	\$4,250.00	
	*36	TU-F,M	727P-8P	ENT. TONITE V3 Comment Changed, Rate Changed	:30	\$400.00	09/25-10/01	5	1	5	\$2,000.00	
	*40	TU	8P-9P	NCIS V3 Comment Changed, Rate Changed	:30	\$4,000.00	09/25-09/25	1	1	1	\$4,000.00	
	*44	TU	10P-11P	VEGAS V3 Comment Changed, Rate Changed	:30	\$2,000.00	09/25-09/25	1	1	1	\$2,000.00	
	*46	W	8P-9P	SURVIVOR V3 Comment Changed, Rate Changed	:30	\$5,500.00	09/26-09/26	1	1	1	\$5,500.00	
	*50	TH	10P-11P	ELEMENTARY V3 Comment Changed, Rate Changed	:30	\$3,500.00	09/27-09/27	1	1	1	\$3,500.00	
	*53	F	10P-11P	BLUE BLOOD-CBS V3 Comment Changed, Rate Changed	:30	\$5,000.00	09/28-09/28	1	1	1	\$5,000.00	
	*55	SU	7P-8P	60 MINUTES V3 Comment Changed, Rate Changed	:30	\$2,500.00	09/30-09/30	1	1	1	\$2,500.00	
	*56	SU	9P-10P	THE GOOD WIFE V3 Comment Changed, Rate Changed	:30	\$4,500.00	09/30-09/30	1	1	1	\$4,500.00	
	*58	TU-F,M	11P-1135P	12 NEWS AT 11P V3 Comment Changed, Rate Changed	:30	\$1,800.00	09/25-10/01	5	1	5	\$9,000.00	

Rep Order# 9795154 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 50880

Printed: 09/24/2012 11:44 AM
Last Received: 09/21/2012 11:16 AM
Showing Buylines: All Rep & Sta Revised Lines

5 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	-----	---	---	---	-----	-----
	*59	SA	11P-1135P	12 NEWS @ 11P	:30	\$1,800.00	09/29-09/29	1	1	1	\$1,800.00	V3 Comment Changed, Rate Changed
	*60	SU	11P-1135P	12 NEWS @ 11P	:30	\$1,800.00	09/30-09/30	1	1	1	\$1,800.00	V3 Comment Changed, Rate Changed
	*61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$550.00	09/25-10/01	5	1	5	\$2,750.00	V3 Comment Changed, Rate Changed
	*62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$550.00	09/29-09/29	5	1	5	\$2,750.00	V3 Comment Changed, Rate Changed
	*63	SA	1205A-105A	CRIMINAL MINDS	:30	\$125.00	09/29-09/29	1	1	1	\$125.00	V3 Comment Changed, Rate Changed
	*64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$450.00	09/30-09/30	1	1	1	\$450.00	V3 Comment Changed, Rate Changed
	*74	SU	4P-7P	BENGALS VS JAGS	:30	\$15,000.00	09/30-09/30	1	1	1	\$15,000.00	V3 Comment Changed, Rate Changed

---REPORT TOTALS---

Report Totals: 121 / \$120,825.00

---SALES MONTHLY TOTALS---

Sep 12: 115 / \$109,285.00

Oct 12: 22 / \$13,925.00

Sales Totals: 137 / \$123,210.00

Rep Order# 9795154 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 50880

Printed: 09/24/2012 11:44 AM
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6 of 6

Station WKRC-TV CINCINNATI, OH
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Hiatus Weeks

Rep Firm
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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Station Totals: 137 / \$123,210.00
Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$473,885	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Rep Order# 9795154 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 50880

Printed: 09/21/2012 11:30 AM
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Showing Buylines: All Rep & Sta Revised Lines

1 of 8

Station WKRC-TV CINCINNATI, OH
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Product OBAMA 4 AMERICA *A
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***** Contract Coversheet *****

V.3 9/21

SEE LNS 1-8/10-13/16-25/27-36/40/44/46/50/53/55-56/58-64/74

FOR RATE REVISIONS

PREVTT=40135 - REVTT=123210 - TOTAL ADD=83075

Rep Order# 9795154 **Ver#** 3 **Status** Revised
EC'd Yes

Traffic Order# 50880

Printed: 09/21/2012 11:30 AM
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2 of 8

Station WKRC-TV CINCINNATI, OH
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Product OBAMA 4 AMERICA *A
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Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () ALEXANDRA BRADLEY
Salesperson ()
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Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.3 9/21
SEE LNS 1-8/10-13/16-25/27-36/40/44/46/50/53/
FOR RATE REVISIONS
PREVTT=40135 - REVTT=123210 - TOTAL ADD=83075
PLS CF - THANKS

Rep Order# 9795154 **Ver#** 3 **Status** Revised
EC'd Yes

Traffic Order# 50880

Printed: 09/21/2012 11:30 AM
Last Received: 09/21/2012 11:16 AM

3 of 8

Station WKRC-TV CINCINNATI, OH
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Flight Dates 09/25/2012 - 10/01/2012
Holiday Weeks

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EC'd Yes

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4 of 8

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EC'd Yes

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5 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
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EC'd Yes

Traffic Order# 50880

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6 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
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Salesperson FAX# 202-955-5348

Rep Order# 9795154 **Ver#** 3 **Status** Revised
EC'd Yes

Traffic Order# 50880

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Last Received: 09/21/2012 11:16 AM

7 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
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Agency () GMMB
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WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm _____
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Rep Order# 9795154 Ver# 3 Status Revised
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Traffic Order# 50880

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Showing Buylines: All Rep & Sta Revised Lines

8 of 8

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
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Estimate# 1536
Buyer Meredith Kaufman
Phone#
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Agency () GMMB
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WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*74	SU	4P-7P	BENGALS VS JAGS	:30	\$15,000.00	09/30-09/30	1	P2	1	1	\$15,000.00
Sales Remark: V3 REV RATE												
V3 Comment Changed, Rate Changed												

--REPORT TOTALS--

Report Totals: 121 / \$120,825.00

--SALES MONTHLY TOTALS--

Sep 12: 115 / \$109,285.00 Oct 12: 22 / \$13,925.00
Sales Totals: 137 / \$123,210.00
Station Totals: 137 / \$123,210.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$473,885	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Rep Order# 9795154 **Ver**
EC'd Yes

Ver# 2 **Status** Returned

Traffic Order# 50880

Printed: 09/19/2012 11:47 AM
Last Received: 08/21/2012 1:38 PM

1 of

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
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Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 1,2,3,4,5,6,7,8,10,11,12,13,16,17,18,19,20,
21,22,23,24,25,27,28,29,30,31,32,33,34,35,36,40,
44,46,50,53,55,5658,59,60,61

t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A Station Remark: V2 pls adjust rate to 200.	:30	\$110.00	09/25-10/01	3	1	3	\$330.00	
	*2	TU-F,M	530A-6A	GOOD MORNING CINCY Station Remark: V2 pls adjust rate to 200.	:30	\$110.00	09/25-10/01	2	1	2	\$220.00	
	*3	TU-F,M	6A-630A	GOOD MORNING CINCY Station Remark: V2 pls adjust rate to 450.	:30	\$200.00	09/25-10/01	3	1	3	\$600.00	
	*4	TU-F,M	630A-7A	GOOD MORNING CINCY Station Remark: V2 pls adjust rate to 450.	:30	\$200.00	09/25-10/01	2	1	2	\$400.00	
	*5	TU-F,M	7A-730A	THE EARLY SHOW Station Remark: V2 pls adjust rate to 225.	:30	\$100.00	09/25-10/01	3	1	3	\$300.00	
	*6	TU-F,M	730A-8A	THE EARLY SHOW Station Remark: V2 pls adjust rate to 225.	:30	\$100.00	09/25-10/01	2	1	2	\$200.00	

Rep Order# 9795154 **Ver#** 2 **Status** Returned
EC'd Yes

Traffic Order# 50880

Printed: 09/19/2012 11:47 AM
Last Received: 08/21/2012 1:38 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 6

Station WKRC-TV CINCINNATI, OH

Advertiser () POLITICAL

Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A

Estimate# 1536

Buyer Meredith Kaufman

Phone#

Fax#

LT L_n

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/
Histogram Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Rep Order# 9795154 **Ver#** 2 **Status** Returned
EC'd Yes

Traffic Order# 50880

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3 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	----	-----	-----	-----	----	----	-----	-----
	*21	SA	930A-10A	SATURDAY EARLY SHOW Station Remark: V2 pls adjust rate to 350.	:30	\$120.00	09/29-09/29	1	1	1	\$120.00	
	*22	SU	9A-930A	CBS SUNDAY MORNING Station Remark: V2 pls adjust rate to 450.	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	*23	SU	930A-10A	CBS SUNDAY MORNING Station Remark: V2 pls adjust rate to 450.	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	*24	SU	10A-1030A	CBS SUNDAY MORNING Station Remark: V2 pls adjust rate to 450.	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	*25	SU	1030A-11A	FACE THE NATION Station Remark: V2 pls adjust rate to 850.	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL Station Remark: V2 pls adjust rate to 750.	:30	\$125.00	09/25-10/C1	5	1	5	\$625.00	
	*28	TU-F,M	4P-430P	12 NEWS FIRST Station Remark: V2 pls adjust rate to 650.	:30	\$180.00	09/25-10/C1	5	1	5	\$900.00	
	*29	TU-F,M	430P-5P	12 NEWS FIRST Station Remark: V2 pls adjust rate to 650.	:30	\$180.00	09/25-10/C1	5	1	5	\$900.00	
	*30	TU-F,M	5P-530P	12 LOCAL NEWS Station Remark: V2 pls adjust rate to 750.	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
	*31	TU-F,M	530P-6P	12 LOCAL NEWS Station Remark: V2 pls adjust rate to 750.	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
	*32	TU-F,M	6P-630P	12 NEWS AT 6P Station Remark: V2 pls adjust rate to 1,900.	:30	\$300.00	09/25-10/01	5	1	5	\$1,500.00	

Rep Order# 9795154 **Ver**
EC'd Yes

er# 2 Status Returned

Traffic Order# 50880

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4 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
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Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
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---	---	---	---	---	---	---	---	---	---	---	---	---
	*58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/25-10/01	5	1	5	\$2,750.00	
		Station Remark:	V2 pls adjust rate to 1,800.									
	*59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/29-09/29	1	1	1	\$550.00	
		Station Remark:	V2 pls adjust rate to 1,800.									
	*60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/30-09/30	1	1	1	\$550.00	
		Station Remark:	V2 pls adjust rate to 1,800.									
	*61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
		Station Remark:	V2 pls adjust rate to 550.									
	*62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/29-09/29	5	1	5	\$750.00	
		Station Remark:	V2 pls adjust rate to 550.									
	*63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/29-09/29	1	1	1	\$60.00	
		Station Remark:	V2 pls adjust rate to 125.									
	*64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/30-09/30	1	1	1	\$100.00	
		Station Remark:	V2 pls adjust rate to 450.									
	*74	SU	4P-7P	BENGALS VS JAGS	:30	\$6,500.00	09/30-09/30	1	1	1	\$6,500.00	
		Station Remark:	V2 pls adjust rate to 15,000.									

---REPORT TOTALS---

Report Totals: 121 / \$37,750.00

---SALES MONTHLY TOTALS---

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Sep 12: 115 / \$36,265.00

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Sales Totals: 137 / \$40,135.00
Station Totals: 137 / \$40,135.00
Lines not sent/rclcd/xtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$154,365	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Rep Order# 9795154
EC'd Yes

Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 50880

Printed: 09/19/2012 9:50 AM
Last Received: 08/21/2012 1:38 PM

1 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/25-10/01	3 ↑ 200	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00	09/25-10/01	2 ↑ 200	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00	09/25-10/01	3 ↑ 400	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00	09/25-10/01	2 ↑ 400	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	3 ↑ 200	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	2 ↑ 200	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	3 ↑ 200	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	2 ↑ 200	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/25-10/01	3 ✓	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/29-09/29	1 ↑ 100	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/29-09/29	1 ↑ 100	1	1	\$90.00	
	12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/29-09/29	1 ↑ 350	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/30-09/30	1 ↑ 350	1	1	\$25.00	

Rep Order# 9795154
EC'd Yes

Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 50880

Printed: 09/19/2012 9:50 AM

2 of 5

Last Received: 08/21/2012 1:38 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH

Agency () GMMB

Rep Firm

Advertiser () POLITICAL

3050 K ST NW
WASHINGTON, DC 20007

Sales Office () WASHINGTON

Product OBAMA 4 AMERICA *A

Salesperson () ALEXANDRA BRADLEY

Estimate# 1536

Agency C/P1/P2/E 95/101/1536

Buyer Meredith Kaufman

Flight Dates 09/25/2012 - 10/01/2012

Phone#

Hiatus Weeks

Salesperson Phone# 202-955-5342

Fax#

Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	----	-----	-----	-----	----	----	-----	-----
14	TU-F,M	9A-10A	THE DOCTORS		:30	\$100.00	09/25-10/01	4 ✓	1	4	\$400.00	
15	TU-F,M	10A-11A	ANDERSON		:30	\$100.00	09/25-10/01	4 ✓	1	4	\$400.00	
16	TU-F,M	11A-12P	PRICE IS RIGHT		:30	\$150.00	09/25-10/01	4 ↑ 100	1	4	\$600.00	
17	TU-F,M	12P-1230P	12 NEWS AT NOON		:30	\$150.00	09/25-10/01	5 ↑ 60	1	5	\$750.00	
18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS		:30	\$150.00	09/25-10/01	5 ↑ 850	1	5	\$750.00	
19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL		:30	\$150.00	09/25-10/01	5 ↑ 850	1	5	\$750.00	
20	TU-F,M	2P-3P	THE TALK		:30	\$150.00	09/25-10/01	4 ↑ 350	1	4	\$600.00	
21	SA	930A-10A	SATURDAY EARLY SHOW		:30	\$120.00	09/29-09/29	1 ↑ 350	1	1	\$120.00	
22	SU	9A-930A	CBS SUNDAY MORNING		:30	\$140.00	09/30-09/30	1 ↑ 450	1	1	\$140.00	
23	SU	930A-10A	CBS SUNDAY MORNING		:30	\$140.00	09/30-09/30	1 ↑ 450	1	1	\$140.00	
24	SU	10A-1030A	CBS SUNDAY MORNING		:30	\$140.00	09/30-09/30	1 ↑ 450	1	1	\$140.00	
25	SU	1030A-11A	FACE THE NATION		:30	\$150.00	09/30-09/30	1 ↑ 850	1	1	\$150.00	
26	SU	11A-1130A	NEWSMAKERS		:30	\$100.00	09/30-09/30	1 ✓	1	1	\$100.00	
27	TU-F,M	3P-4P	LET'S MAKE A DEAL		:30	\$125.00	09/25-10/01	5 ↑ 750	1	5	\$625.00	
28	TU-F,M	4P-430P	12 NEWS FIRST		:30	\$180.00	09/25-10/01	5 ↑ 650	1	5	\$900.00	
29	TU-F,M	430P-5P	12 NEWS FIRST		:30	\$180.00	09/25-10/01	5 ↑ 650	1	5	\$900.00	

Rep Order#
EC'd Yes

9795154

Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 50880

Printed: 09/19/2012 9:50 AM

3 of 5

Last Received: 08/21/2012 1:38 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH

Advertiser () POLITICAL

Product OBAMA 4 AMERICA *A

Estimate# 1536

Buyer Meredith Kaufman

Phone#

Fax#

Agency () GMMB

3050 K ST NW
WASHINGTON, DC 20007

Rep Firm

Sales Office () WASHINGTON

Salesperson () ALEXANDRA BRADLEY

Agency C/P1/P2/E 95/101/1536

Flight Dates 09/25/2012 - 10/01/2012

Hiatus Weeks

Salesperson Phone# 202-955-5342

Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	-----	-----	-----	---	---	-----	-----
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/25-10/01	5 ↑750	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/25-10/01	5 ↑750	1	5	\$1,000.00	
	32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/25-10/01	5 ↑1900	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00	09/29-09/29	1 ↑450	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/30-09/30	1 ↑800	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/25-10/01	5 ↑850	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/25-10/01	5 ↑400	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00	09/29-09/29	1 ✓	1	1	\$200.00	
	40	TU	8P-9P	NCIS	:30	\$1,500.00	09/25-09/25	1 ↑4000	1	1	\$1,500.00	
	44	TU	10P-11P	VEGAS	:30	\$1,200.00	09/25-09/25	1 ↑1000	1	1	\$1,200.00	
	46	W	8P-9P	SURVIVOR	:30	\$2,000.00	09/26-09/26	1 ↑5500	1	1	\$2,000.00	
	50	TH	10P-11P	ELEMENTARY	:30	\$1,200.00	09/27-09/27	1 ↑3500	1	1	\$1,200.00	
	53	F	10P-11P	BLUE BLOOD-CBS	:30	\$1,400.00	09/28-09/28	1 ↑5000	1	1	\$1,400.00	
	55	SU	7P-8P	60 MINUTES	:30	\$800.00	09/30-09/30	1 ↑250	1	1	\$800.00	
	56	SU	9P-10P	THE GOOD WIFE	:30	\$1,800.00	09/30-09/30	1 ↑450	1	1	\$1,800.00	
	58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/25-10/01	5 ↑1800	1	5	\$2,750.00	

Rep Order# 9795154
EC'd Yes

Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 50880

Printed: 09/19/2012 9:50 AM

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Last Received: 08/21/2012 1:38 PM

Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/29-09/29	1	10	1	\$550.00	
	60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/30-09/30	1	10	1	\$550.00	
	61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/25-10/01	5	150	1	\$750.00	
	62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/29-09/29	5	150	1	\$750.00	
	63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/29-09/29	1	125	1	\$60.00	
	64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/30-09/30	1	140	1	\$100.00	
	65	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/30-09/30	1	✓	1	\$60.00	
	68	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/29-09/29	1	✓	1	\$350.00	
	69	SU	12P-1P	NFL TODAY	:30	\$800.00	09/30-09/30	1	✓	1	\$800.00	
	74	SU	4P-7P	BENGALS VS JAGS	:30	\$6,500.00	09/30-09/30	1	1500	1	\$6,500.00	

--REPORT TOTALS--

Report Totals: 137 / \$40,135.00

--SALES MONTHLY TOTALS--

Sep 12: 115 / \$36,265.00

Oct 12: 22 / \$3,870.00

Sales Totals: 137 / \$40,135.00

Rep Order# 9795154 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50880

Printed: 09/19/2012 9:50 AM

5 of 5

Last Received: 08/21/2012 1:38 PM

Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH

Agency () GMMB

Rep Firm

Advertiser () POLITICAL

3050 K ST NW

Sales Office () WASHINGTON

Product OBAMA 4 AMERICA *A

WASHINGTON, DC 20007

Salesperson () ALEXANDRA BRADLEY

Estimate# 1536

Agency C/P1/P2/E 95/101/1536

Salesperson Phone# 202-955-5342

Buyer Meredith Kaufman

Flight Dates 09/25/2012 - 10/01/2012

Salesperson FAX# 202-955-5348

Phone#

Hiatus Weeks

Fax#

Station Totals: 137 / \$40,135.00

Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$154,365	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null

Demos RA35+

Spot Manager: All, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50880												
Line: 1												
09/25/12	Tuesday	:05:42 AM	:30	\$200.00		5a Good Morn Cincinnati (5:00:00 AM-5:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-3		3	MWASH-	
09/26/12	Wednesday	:20:26 AM	:30	\$200.00		5a Good Morn Cincinnati (5:00:00 AM-5:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-3		2	MWASH-	
09/27/12	Thursday	:28:28 AM	:30	\$200.00		5a Good Morn Cincinnati (5:00:00 AM-5:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-3		4	MWASH-	
10/01/12	Monday	:28:28 AM	:30	\$200.00		5a Good Morn Cincinnati (5:00:00 AM-5:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-3		1	MWASH-	
\$800.00												4
Line: 2												
09/26/12	Wednesday	:42:37 AM	:30	\$200.00		5a Good Morn Cincinnati (5:30:00 AM-6:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-3		1	MWASH-	
10/01/12	Monday	:51:34 AM	:30	\$200.00		5a Good Morn Cincinnati (5:30:00 AM-6:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-3		2	MWASH-	
\$400.00												2
Line: 3												
09/25/12	Tuesday	:13:42 AM	:30	\$450.00		6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		2	MWASH-	
09/26/12	Wednesday	:19:58 AM	:30	\$450.00		6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		3	MWASH-	
09/28/12	Friday	:19:58 AM	:30	\$450.00		6a Good Morn Cincinnati (6:00:00 AM-6:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		1	MWASH-	
\$1,350.00												3
Line: 4												
09/26/12	Wednesday	:44:06 AM	:30	\$450.00		6a Good Morn Cincinnati (6:30:00 AM-7:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		1	MWASH-	
09/28/12	Friday	:58:55 AM	:30	\$450.00		6a Good Morn Cincinnati (6:30:00 AM-7:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		2	MWASH-	
\$900.00												2
Line: 5												
09/25/12	Tuesday	:29:26 AM	:30	\$225.00	CBS This Morning	(7:00:00 AM-7:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		3	MWASH-	
09/26/12	Wednesday	:36:07 AM	:30	\$225.00	CBS This Morning	(7:00:00 AM-7:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		1	MWASH-	
09/27/12	Thursday	:29:26 AM	:30	\$225.00	CBS This Morning	(7:00:00 AM-7:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		2	MWASH-	
\$675.00												3
Line: 6												
09/25/12	Tuesday	:59:26 AM	:30	\$225.00	CBS This Morning	(7:30:00 AM-8:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		2	MWASH-	
10/01/12	Monday	:58:56 AM	:30	\$225.00	CBS This Morning	(7:30:00 AM-8:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		1	MWASH-	
\$450.00												2
Line: 7												
09/25/12	Tuesday	:28:56 AM	:30	\$225.00	CBS This Morning	(8:00:00 AM-8:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		2	MWASH-	
09/26/12	Wednesday	:28:56 AM	:30	\$225.00	CBS This Morning	(8:00:00 AM-8:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		1	MWASH-	
10/01/12	Monday	:11:30 AM	:30	\$225.00	CBS This Morning	(8:00:00 AM-8:30:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		3	MWASH-	
\$675.00												3
Line: 8												
09/26/12	Wednesday	:59:26 AM	:30	\$225.00	CBS This Morning	(8:30:00 AM-9:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		1	MWASH-	
10/01/12	Monday	:54:30 AM	:30	\$225.00	CBS This Morning	(8:30:00 AM-9:00:00 A OBAMA 4 AMERICA *A	1536 *a	P-2		2	MWASH-	
\$450.00												2
Line: 9												
09/25/12	Tuesday	:45:43 XM	:30	\$25.00	430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		2	MWASH-
09/26/12	Wednesday	:44:33 XM	:30	\$25.00	430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50880												
Line: 9												
10/01/12	Monday	:53:09 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		3 MWASH
						\$75.00						3
Line: 10												
09/29/12	Saturday	:40:35 AM	:30	\$125.00		6a-8a Local 12 News S	(6:30:00 AM-7:00:00	AOBAMA 4 AMERICA *A	1536 *a	P-3		1 MWASH
						\$125.00						1
Line: 11												
09/29/12	Saturday	:40:18 AM	:30	\$125.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00	AOBAMA 4 AMERICA *A	1536 *a	P-3		1 MWASH
						\$125.00						1
Line: 12												
09/29/12	Saturday	:40:30 AM	:30	\$350.00		CBS This Morning Satur	(8:30:00 AM-9:00:00	AOBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
09/29/12	Saturday		:30	\$350.00		CBS This Morning Satur	(8:30:00 AM-9:00:00	AOBAMA 4 AMERICA *A	1536 *a	P-2		2 MWASH
						\$700.00						2
Line: 13												
09/30/12	Sunday	:44:18 XM	:30	\$350.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
						\$350.00						1
Line: 14												
09/25/12	Tuesday	:06:20 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		3 MWASH
09/26/12	Wednesday	:42:10 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		2 MWASH
09/28/12	Friday	:58:36 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		4 MWASH
10/01/12	Monday	:16:40 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		1 MWASH
						\$400.00						4
Line: 15												
09/25/12	Tuesday	:24:15 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		3 MWASH
09/26/12	Wednesday	:32:50 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		2 MWASH
09/27/12	Thursday	:14:40 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		4 MWASH
10/01/12	Monday	:23:45 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		1 MWASH
						\$400.00						4
Line: 16												
09/25/12	Tuesday	:29:11 AM	:30	\$1,000.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		1 MWASH
09/26/12	Wednesday	:58:26 AM	:30	\$1,000.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		3 MWASH
09/28/12	Friday	:58:26 AM	:30	\$1,000.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		4 MWASH
10/01/12	Monday	:58:56 AM	:30	\$1,000.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		2 MWASH
						\$4,000.00						4
Line: 17												
09/25/12	Tuesday	:10:14 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		3 MWASH
09/26/12	Wednesday	:21:49 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
09/27/12	Thursday	:02:12 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		4 MWASH
09/28/12	Friday	:09:22 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		5 MWASH
10/01/12	Monday	:09:52 PM	:30	\$500.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		2 MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50880												
Line: 17												
											5	
\$2,500.00											5	
Line: 18												
09/25/12	Tuesday	:58:41 PM	:30	\$850.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		1 MWASH
09/26/12	Wednesday	:59:11 PM	:30	\$850.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		4 MWASH
09/27/12	Thursday	:28:41 PM	:30	\$850.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		2 MWASH
09/28/12	Friday	:58:41 PM	:30	\$850.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		5 MWASH
10/01/12	Monday	:28:41 PM	:30	\$850.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		3 MWASH
											5	
\$4,250.00											5	
Line: 19												
09/25/12	Tuesday	:29:11 PM	:30	\$850.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		4 MWASH
09/26/12	Wednesday	:59:11 PM	:30	\$850.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		2 MWASH
09/27/12	Thursday	:59:11 PM	:30	\$850.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		5 MWASH
09/28/12	Friday	:59:11 PM	:30	\$850.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		3 MWASH
10/01/12	Monday	:59:11 PM	:30	\$850.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		1 MWASH
											5	
\$4,250.00											5	
Line: 20												
09/25/12	Tuesday	:29:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
09/26/12	Wednesday	:29:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		4 MWASH
09/27/12	Thursday	:29:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		3 MWASH
10/01/12	Monday	:59:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		2 MWASH
											4	
\$1,400.00											4	
Line: 21												
09/29/12	Saturday	:35:29 AM	:30	\$350.00		CBS This Morning Satu	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
											1	
\$350.00											1	
Line: 22												
09/30/12	Sunday	:16:45 AM	:30	\$450.00		CBS Sun Morning	(9:00:00 AM-9:30:00	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
											1	
\$450.00											1	
Line: 23												
09/30/12	Sunday	:35:00 AM	:30	\$450.00		CBS Sun Morning	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
											1	
\$450.00											1	
Line: 24												
09/30/12	Sunday	:11:34 AM	:30	\$450.00		CBS Sun Morning	(10:00:00 AM-10:30:00	OBAMA 4 AMERICA *A	1536 *a	P-3		1 MWASH
											1	
\$450.00											1	
Line: 25												
09/30/12	Sunday	:58:46 AM	:30	\$850.00		Face the Nation	10:30 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-1		1 MWASH
											1	
\$850.00											1	
Line: 26												
09/30/12	Sunday	:14:43 AM	:30	\$100.00		Newsmakers	11:00 AM-11:30 AM	OBAMA 4 AMERICA *A	1536 *a	P-4		1 MWASH
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50880												
Line: 26												
\$100.00												
Line: 27												
09/25/12	Tuesday	:59:02 PM	:30	\$750.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	1 MWASH	
09/26/12	Wednesday	:28:36 PM	:30	\$750.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	4 MWASH	
09/27/12	Thursday	:58:32 PM	:30	\$750.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	3 MWASH	
09/28/12	Friday	:29:06 PM	:30	\$750.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	5 MWASH	
10/01/12	Monday	:58:32 PM	:30	\$750.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	2 MWASH	
\$3,750.00												
Line: 28												
09/25/12	Tuesday	:20:01 PM	:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	4 MWASH	
09/26/12	Wednesday	:12:56 PM	:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	5 MWASH	
09/27/12	Thursday	:21:11 PM	:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	3 MWASH	
09/28/12	Friday	:19:56 PM	:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	2 MWASH	
10/01/12	Monday	:06:11 PM	:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH	
\$3,250.00												
Line: 29												
09/25/12	Tuesday	:50:21 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH	
09/26/12	Wednesday	:50:51 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	4 MWASH	
09/27/12	Thursday	:42:06 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	2 MWASH	
09/28/12	Friday	:35:36 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	5 MWASH	
10/01/12	Monday	:35:36 PM	:30	\$650.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	3 MWASH	
\$3,250.00												
Line: 30												
09/25/12	Tuesday	:12:35 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH	
09/26/12	Wednesday	:19:32 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	5 MWASH	
09/27/12	Thursday	:03:18 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	3 MWASH	
09/28/12	Friday	:11:25 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	4 MWASH	
10/01/12	Monday	:28:15 PM	:30	\$750.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00	POBAMA 4 AMERICA *A	1536 *a	P-2	2 MWASH	
\$3,750.00												
Line: 31												
09/25/12	Tuesday	:35:31 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	2 MWASH	
09/26/12	Wednesday	:42:37 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH	
09/27/12	Thursday	:50:18 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	5 MWASH	
09/28/12	Friday	:34:51 PM	:30	\$800.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00	POBAMA 4 AMERICA *A	1536 *a	P-2	4 MWASH	
\$3,200.00												
Line: 32												
09/25/12	Tuesday	:50:23 PM	:30	\$1,900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	4 MWASH	
09/26/12	Wednesday	:19:02 PM	:30	\$1,900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	3 MWASH	
09/27/12	Thursday	:56:51 PM	:30	\$1,900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1	1 MWASH	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50880												
Line: 32												
09/28/12	Friday	:58:21 PM	:30	\$1,900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		5 MWASH
10/01/12	Monday	:28:51 PM	:30	\$1,900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-1		2 MWASH
							\$9,500.00					5
Line: 33												
09/29/12	Saturday		:30	\$450.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
							\$450.00					1
Line: 34												
09/30/12	Sunday		:30	\$800.00		630p Local 12 News Su	6:30 PM-7:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2		1 MWASH
							\$800.00					1
Line: 35												
09/25/12	Tuesday	:10:57 PM	:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3 MWASH
09/26/12	Wednesday	:05:26 PM	:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH
09/27/12	Thursday	:05:26 PM	:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2 MWASH
09/28/12	Friday	:04:56 PM	:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5 MWASH
10/01/12	Monday	:04:11 PM	:30	\$850.00		M-F 7p-730p		7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4 MWASH
							\$4,250.00					5
Line: 36												
09/25/12	Tuesday	:42:52 PM	:30	\$400.00		M-F 730p-8p		7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	2 MWASH
09/26/12	Wednesday	:51:14 PM	:30	\$400.00		M-F 730p-8p		7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	3 MWASH
09/27/12	Thursday	:34:30 PM	:30	\$400.00		M-F 730p-8p		7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	5 MWASH
09/28/12	Friday	:35:00 PM	:30	\$400.00		M-F 730p-8p		7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	4 MWASH
10/01/12	Monday	:50:56 PM	:30	\$400.00		M-F 730p-8p		7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	1 MWASH
							\$2,000.00					5
Line: 37												
09/29/12	Saturday	:15:10 PM	:30	\$200.00		Sa Prime Access Rotat	6:57 PM-7:57 PM	OBAMA 4 AMERICA *A	1536 *a	P-4		1 MWASH
							\$200.00					1
Line: 38												
09/25/12	Tuesday	:58:06 PM	:30	\$4,000.00		Tue Reg 1		8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH
							\$4,000.00					1
Line: 39												
09/25/12	Tuesday	:29:00 PM	:30	\$2,000.00		Tue Reg 3		10:00 PM-11:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-3	1 MWASH
							\$2,000.00					1
Line: 40												
09/26/12	Wednesday	:28:56 PM	:30	\$5,500.00		Wed Reg 1		8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH
							\$5,500.00					1
Line: 41												
09/27/12	Thursday	:29:00 PM	:30	\$3,500.00		Thu Reg 3		10:00 PM-11:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH
							\$3,500.00					1

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Spot Manager: All, 09/25/12-10/01/12



[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/25/12-10/01/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descript	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50880												
Line: 51												
09/30/12	Sunday	1:40:47 PM	:30	\$450.00		Sun 1135p-1205a	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH-	
						\$450.00					1	
Line: 52												
09/30/12	Sunday	2:53:10 XM	:30	\$60.00		Sun 1205a-105a	12:05 AM-1:05 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1 MWASH-	
						\$60.00					1	
Line: 53												
09/29/12	Saturday	3:24:01 PM	:30	\$350.00		SEC Football	12:00 PM-7:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1 MWASH-	
						\$350.00					1	
Line: 54												
09/30/12	Sunday	3:57:26 PM	:30	\$800.00		NFL Today	12:00 PM-1:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1 MWASH-	
						\$800.00					1	
Line: 55												
09/30/12	Sunday	3:59:26 PM	:30	\$15,000.00		Bengals vs Jacksonville (4:00:00 PM-7:00:00 PO	OBAMA 4 AMERICA *A	1536 *a	P-2	1 MWASH-		
						\$15,000.00					1	
						\$123,210.00					138	
						\$123,210.00					138	
						\$123,210.00					138	
						\$123,210.00					138	
						\$123,210.00					138	
						\$123,210.00					138	

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